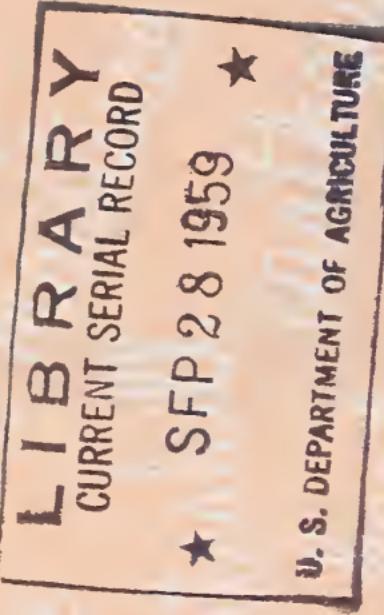


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Recent  
Agric.  
DON'T KNOW WHAT  
WILL HAPPEN



do you know what CAN?



## Drought

If moisture is too little or too late, the farmer is helpless.

This dread crop scourge destroys crops every year and frequently is very widespread.

## Excessive moisture

Too much moisture can be just as destructive as too little.

It may wash out the stand . . . prevent replanting . . . destroy growing crops . . . or ruin a good crop before it can be harvested.



## Plant disease

Despite steady progress in controlling crop pestilence, thousands of fields are blighted every year by disease. Frequently it is an infection never experienced on the farm before.

## Insects

Annually hordes of insects devastate crops. The best control methods often fail to stop the destructive march of these hungry creatures.

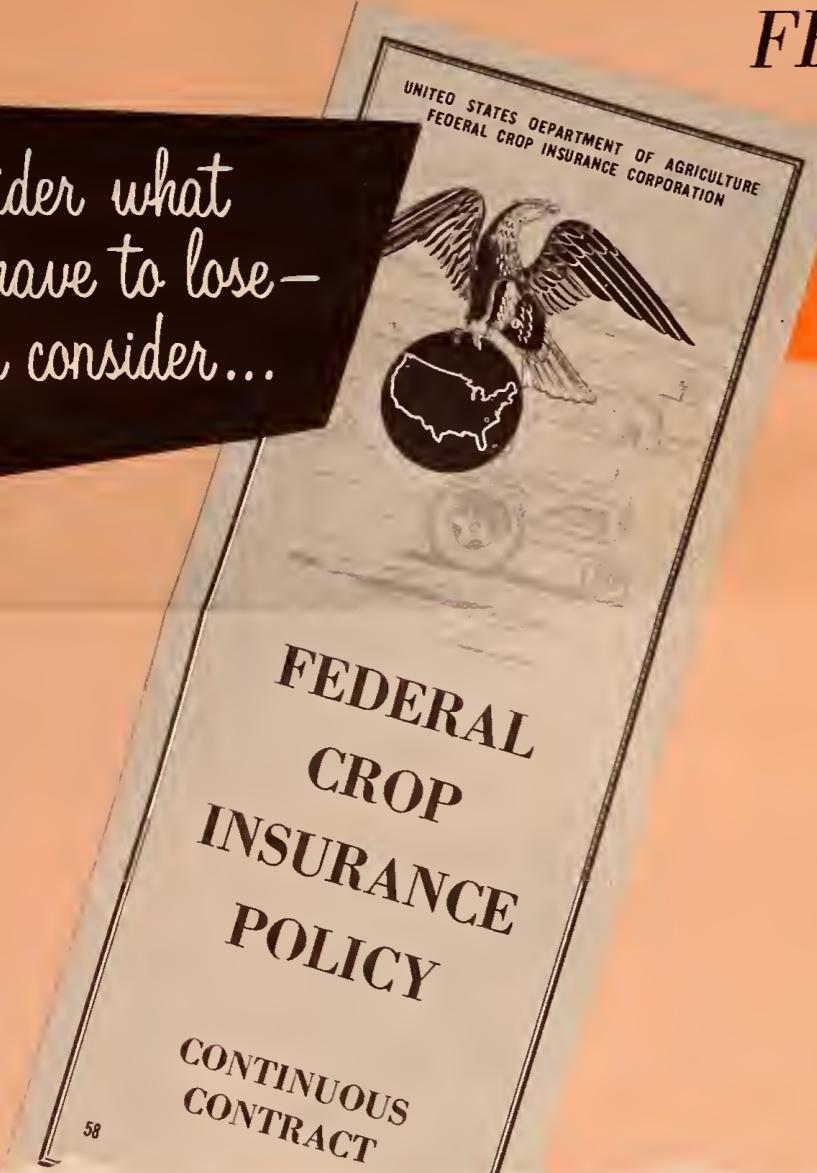


## Frost—Freeze

When icy fingers grip a field, there's no defense. Weather quirks are a constant threat to growing crops.

# FEDERAL CROP INSURANCE

consider what  
you have to lose—  
then consider...



## "all risk" investment protection

This new, improved policy now offers an increasing number of farmers the all-risk crop investment insurance that farmers and farm communities sorely need when crop disaster strikes.

With this policy farmers prepare in advance against the impact of crop failure.

The broad coverage puts a floor under the worst that can happen to the crop capital that must be spent every year.

Its broad coverage provides protection against all the natural hazards that can strike a growing crop.

## this policy protects you against . . .

- ✓ drought
- ✓ excessive moisture
- ✓ plant disease
- ✓ insects

- ✓ frost
- ✓ flood
- ✓ hail
- ✓ wind

- ✓ fire
- ✓ freeze
- ✓ hurricane
- ✓ wildlife

- ✓ heat
- ✓ winterkill
- ✓ tornado
- ✓ earthquake

. . . and any other unavoidable cause of loss due to weather.

It happens  
every year

Crops in Area  
Nearly Ruined  
Cold, Wind, Dust Damage  
May Amount to \$30 Billion

Flood Misery  
Drought Damage  
Felt by County  
Cotton, Grains  
Central Area  
Gets Rain, Snow,  
Towns Isolated

Crop Loss Gro  
Farmers Collect  
Heavily on All  
Risk Insurance  
High Farm Costs  
Strass Crop  
Insurance Need

Thousands Flee  
As Heavy Rain,  
Twisters Strike

Killing Storm  
Moving Back  
Into Canada  
Federal Crop  
Risk Payments  
\$1.6 Million

Wheat Loss Payments  
In State Total \$15,000  
Crops Are Hit  
Hard By Insects  
Loss by Flood  
Is \$14 Millions  
Tornado

Farmers Hit By Hail  
Corn Losses Are High  
Blizzard And  
Cold Wave To  
Blow Into State  
Damage to Area Beans

Severe Cold  
Being Paid  
On Hail Loss  
Rains Threaten

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weather.

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Cut out this form and  
MAIL TODAY!

# 20 years of insuring crops against **ALL RISKS**

*has proven conclusively*

- why all-risk crop insurance is not yet generally available from private sources
- the risk in growing crops is far greater than the individual farmer realizes
- crop insurance is the practical way for farmers to join together against crop disaster
- good crops make farmers complacent about the risks that they face each year
- past production records are no guarantee of what will happen on a farm or in an area in the future
- crop losses can happen here . . . there . . . or anywhere
- farmers think "it can't happen here" . . . but it does and then **FEDERAL CROP INSURANCE CAN ONLY HELP ITS POLICYHOLDERS**—those business-minded farmers who protected their crop investments.

I am interested in ALL RISK CROP INSURANCE on . . .

(List crops)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

COUNTY ..... STATE .....